

ABSTRACT

The skincare industry in Indonesia has grown rapidly along with the increasing awareness of the importance of skin care. The intense competition between local and international brands forces companies to build positive consumer perceptions to influence purchasing decisions. This study aims to examine the effect of consumer perception on purchasing decisions of Somethinc skincare products.

This research employed a quantitative method, with data collected through questionnaires distributed to 97 respondents. The research instrument was designed based on indicators of consumer perception and purchasing decisions. Data were analyzed using simple linear regression with the assistance of SPSS to test the research hypothesis.

The findings indicate that consumer perception has a positive and significant effect on purchasing decisions. This is evidenced by a regression coefficient value of 0.920, a t-value of 7.931, and a significance level of 0.000 (<0.05). Therefore, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted. The conclusion of this study is that the more positive consumer perceptions of Somethinc are, the higher the likelihood of consumers making purchasing decisions, including repeat purchases and recommendations to others.

Keywords: *Consumer Perception, Purchasing Decision, Skincare, Somethinc*